



Trustees Report and Accounts

1 April 2024 to 31 March 2025

A great place to grow



Annual Report of The Maple Tree 2024-25

The Maple Tree Centre is open to all families who have young children. It continued to flourish during 2024-25. For most of the year, we offered at least one session for children accompanied by a parent or carer on each weekday as well as monthly family fun sessions on the third Saturday of each month. Most sessions were drop-in sessions where families can just turn up and were encouraged, if possible, to give a small contribution to the running of the centre. We also offered some booked sessions whenever we needed to know or limit the number of people attending such as our popular cookery sessions or first aid.

During the year, we had to close our centre on a number of occasions due to a leaking roof including during the Wheatley floods in late September 2024 and one extended closure from 19 December 2024 to late February 2025, as internal leaking water from the roof affected our electrics. Oxfordshire County Council accepted responsibility for all the repairs after a period of negotiation. During this time we were able to offer some sessions at Wheatley Parish Church.

We were sad to say goodbye to Amanda Smith and Georgina Glenny as trustees. We also said farewell to Sarah Lukonyomoi Otunnu, one of our family support workers and Carole Diering our finance administrator. Thank you to you all for your contributions to The Maple Tree. We are pleased to say that Amanda has continued to support The Maple Tree with fundraising and Georgina with volunteering at sessions.

We welcomed Jas Smith-East as our new finance administrator and Helen Norman who joined us as a family support worker

Our charitable objectives

During 2024-25 we continued to work towards our strategic priorities and charitable objectives through our Strategic Plan. We have amended our charitable objectives and are now requesting approval from the Charity Commission to adopt our proposed objectives.

Our proposed objectives

- To offer opportunities and activities to support young children's learning and development for all families in the areas we serve and, with the trustees' discretion, any family who wishes to attend our centre or access our online services.
- To provide support, services, information and guidance for any family with young children who would benefit from these, living in the areas we serve and, with the trustees' discretion, any family who needs our help.

Our reach area

We are open to all families with young children wherever they may live. We particularly support families from our locality. This is defined as: the villages of Beckley, Cuddesdon, Denton, Forest Hill, Garsington, Great Haseley, Great Milton, Holton, Horspath, Little Haseley, Little Milton, Littleworth, Marsh Baldon, Milton Common, Stanton St John, Tiddington, Toot Baldon, Waterperry, Waterstock and Wheatley.

Strategic plan 2022-2025

This was the last year of our three-year strategic plan finishing at the end of March 2025. It was developed through consultation with staff, parents and other stakeholders. Our strategic plan helps us focus on our charitable objectives and is organised under three specific aims:

- A sustainable and stable organisation
- Engage and support families with young children in our reach area
- Ensure and enhance the quality and scope of our services.

What we have achieved in 2024 – 25

1. A sustainable and stable organisation

- We have consulted with our users on keeping the same three strategic objectives as we move forward into a new strategic plan and an overwhelming majority agreed we should do so.
- We had to close our centre due to issues with our roof. During the six-week closure for repairs, we rented the communal space in Wheatley Parish Church and were able to continue to offer limited services. However, we lost revenue and some good will during this time and it has taken time to rebuild the numbers attending our sessions.
- During the year we ran a reduced programme of fundraising events and activities, due to having fewer Trustees. Nevertheless, we were successful in the events we ran. This income supplemented that raised from grants and session donations (see finance section for more information). Our fundraising included the successful Daffodil Day at Shotover House, the summer fete and a Christmas event including the sale of Christmas Trees.
- We offered families and their young children at least one session every weekday and two sessions on three days a week. This included an outreach group at Forest Hill, a group specifically for twins and an afternoon session aimed at older children. Our Saturday Family Fun sessions in particular have proved very popular.
- We have continued to improve our data collection reducing the need for manual

input and calculations.

- The number of families registered with us increased from 441 unique families to 467 families.
- We have continued to promote our organisation to funders and potential funders through direct contact, grant applications, newsletters, distributing the Annual Report and advertising our events.
- Despite the resignations of two key staff members during the year who moved on to new employment successful recruitment campaigns meant we have maintained our staffing complement.

Next steps

- We have agreed to raise the suggested voluntary contribution for attending sessions to £3 per session from April 2025.
- We need to continue to engage with Oxfordshire County Council on renewing our lease and future payment of rent. The limited time left on our current lease is already affecting our ability to apply for some grants.
- We are working on recruiting new trustees and have identified the skills we wish them to bring to The Maple Tree, including marketing skills and fundraising.
- We are planning to introduce a new data system that allows us to track the families using our services with less margin for error.



2. Engage and support families with young children in our reach area

- We have promoted The Maple Tree at different community events such as the Wheatley Christmas Fair and through delivering summer activities at four villages - Holton, Forest Hill, Great Milton and Horspath.
- We have been very successful at attracting families from beyond our reach area, notably from Oxford City, where numbers attending increasing year-on-year, and Thame.
- We have continued to engage with health visitors who use our Garden Room for meetings with parents. We are grateful for this link as it helps engage some harder to reach families as health visitors promote what we offer. We have also established contact with midwives and hope this will generate interest from new families to be.
- We kept a record of issues and concerns affecting our families through conversations with staff during our sessions. Over one fifth of the queries came from Baby Café, not surprising as it attracts many first-time parents. The main issues concerned sleep, breast/bottle feeding, caring for a new-born and pregnancy/birth issues. We have developed a wealth of expertise and can also draw on advice from health visitors.
- We continued to offer a bespoke session for parents of twins. They welcome the support this offers for their family as a place to come each week and for the network of friends facing similar issues that it has helped to establish.
- We have established closer links with the adjoining Wheatley Nursery School and Wheatley Primary School. We are committed to working closer together including providing more targeted parent support.

Next steps

- When capacity allows, we intend to resurrect our plans to cater further for local need especially in developing an understanding of the needs of parents who are currently not engaging with us.
- We intend to recruit to a new marketing post. Its prime purpose is to promote The Maple Tree using a wide range of media to publicise what we do as well as administer our popular marketplace for donated items.

3. Ensure and enhance the quality and scope of our services

- We have a popular new outdoor playhouse with thanks to Wheatley Wanderers who constructed the necessary hard standing and erected the building. We are still

awaiting a decision from Oxfordshire County Council about alternative disabled access arrangements that would help us extend the level play area to provide more all-year round access.

- We continued to provide services all year including through the school holidays, closing only for public holidays and two additional days at Christmas/New Year. Our holiday programmes are very popular as little is open during school holidays and we try to include activities that are also suitable for older children.
- We provided 'Ready For School' sessions over the summer which were very popular for those families with children moving on to school or nursery.
- We continued to offer an outreach programme at Forest Hill where we now have a well-established Thursday group. While we would like to expand our outreach work further we currently do not have sufficient funding to do this.
- Our annual parental survey showed high levels of satisfaction with our offer.
- We provided free pediatric first aid training for families thanks to a donation from a local family. However, we have not yet moved forward with a more extensive offer for parents including other types of training, website, online and written information.
- All of our sessions offer a range of opportunities for play and learning that may not be available at home, such as messy play, outdoor play and opportunities for children to mix with their peers. This helps children develop skills necessary for their future learning in nursery and school such as sharing, taking turns, talking with peers and other adults.
- The trustees received regular reports of session evaluations, safeguarding incidents, topics arising from conversations with parents and numbers of families using our services to help us plan for the future. It also provides useful information for those organisations providing grant funding.

Next steps

- We have funding to provide a session for mums to talk together in a safe and trusted space.
- We recognise the difficulties of showing the outcomes of what we do and continue to explore different ways of evaluating these.

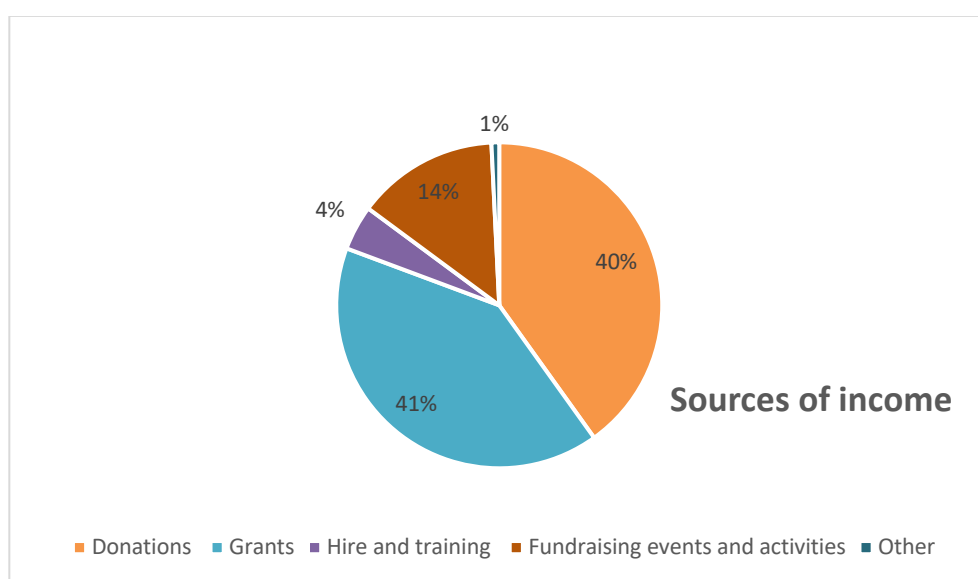
Financial review April 2024 - March 2025

The Maple Tree's financial position at 31 March 2025 is set out in the Statement of Financial Activities and Balance Sheet on the following pages. This was the seventh full year of operation for The Maple Tree and this is the eighth set of accounts.

Before the beginning of each financial year the trustees agree the budget that they calculate will be needed to run The Maple Tree for the year ahead and a plan for how they will try and raise the funds required.

Income

Our income for the year was £86,386, slightly up on the previous year's total of £84,735. The majority of our income continues to come from grants and donations.



We received grants totalling £4,250 from Parish Councils and £15,303 from South Oxfordshire District Council and Oxfordshire County Council. We also secured grant funding from other organisations, including funds for specific purposes like running our summer outreach sessions and some larger amounts to support core costs.

We gather donations from families attending group sessions and through the 'Friends of The Maple Tree' scheme. We claim gift aid on all eligible donations. Session donations represent just under 10% of the income required to run The Maple Tree. We have also been fortunate to receive some "one-off" donations from local people in the community and from some Oxford colleges. We hire out The Maple Tree to local Health Visitors and families for events, such as birthday parties. Income from room hire and delivering training was £3,847.

Our programme of fundraising, including sponsored child and parent events, a Christmas programme and Daffodil Day raised £12,174. We raise smaller amounts of money from collection tins, the SODC lottery, shopping cashback and by selling donated clothes, toys and equipment.

Expenditure

Our expenditure for the year was £88,967. Nearly 93% of this was spent on directly delivering services to local families, with the remaining amount on income generation activities.

By far the largest cost was staffing, at £59,603. The other major costs were for cleaning and maintaining the premises, gas, electricity and supplies to deliver sessions.

Reserves

In accordance with Charity Commission guidance, The Maple Tree has a reserves policy that is reviewed annually. The trustees reviewed the reserve requirement in November 2024 and agreed to aim to hold a reserve of £40,000, which was unchanged from the previous year.

Trustee remuneration

The trustees did not receive any remuneration for carrying out their trustee responsibilities.

A. Statement of Financial Activities for the year ending 31 March 2025				
	Unrestricted funds	Restricted funds	Total funds	Total last year
Donations and grants (note 12)	£ 63,370	£ 6,329	£ 69,699	£ 66,056
Charitable activities: Room hire	£ 3,848	£ -	£ 3,848	£ 5,596
Fundraising activities	£ 12,174	£ -	£ 12,174	£ 9,601
Other	£ 665	£ -	£ 665	£ 3,482
Total incoming resources	£ 80,057	£ 6,329	£ 86,386	£ 84,735
Resources expended				

Raising funds (note 13)	£ 6,514	£ -	£ 6,514	£ 6,644
Charitable activities (note 14)	£ 78,724	£ 3,729	£ 82,453	£ 77,816
Total resources expended	£ 85,238	£ 3,729	£ 88,967	£ 84,460
Net movement in funds	-£ 5,181	£ 2,600	-£ 2,581	£ 275
Total funds brought forward	£ 66,210	£ -	£ 66,210	£ 65,935
Total funds carried forward	£ 61,029	£ 2,600	£ 63,629	£ 66,210
B. Balance sheet for the year ended 31 March 2025				
	Unrestricted funds	Restricted funds	Total funds	Total last year
Fixed assets				
Total fixed assets	£ 750	£ -	£ 750	£ 938
Current assets				
Debtors and prepayments (note 16)	£ 6,968	£ -	£ 6,968	£ 4,695
Cash at bank and in hand (note 17)	£ 25,876	£ -	£ 25,876	£ 43,495
Reserve account	£ 36,026	£ -	£ 36,026	£ 35,500
Total current assets	£ 68,870	£ -	£ 68,870	£ 83,690
Liabilities				
Creditors (note 18)	£ 86		£ 86	£ 27

Deferred income and accruals (Note 18)	£ 3,005	£ 2,600	£ 5,605	£ 17,920
PAYE to HMRC	£ -		£ -	£ -
Pension (note 18)	£ 301	£ -	£ 301	£ 471
Total current liabilities	£ 3,392	£ 2,600	£ 5,992	£ 18,418
Net assets	£ 66,229	-£ 2,600	£ 63,629	£ 66,210
Funds of the charity	£ 66,229	-£ 2,600	£ 63,629	£ 66,210

Notes to the accounts for the year ended 31 March 2025

1. Charity information

The Maple Tree is a Charitable Incorporated Organisation registered in England and Wales (reg no 1174117). The principal address is 20 Littleworth Road, Wheatley, Oxford, OX33 1NW.

Notes on Accounting Policies

2. Accounting policies

The accounting period is from 1st April 2024 to 31st March 2025.

These accounts have been prepared in accordance with the charity's governing document, the Charities Act 2011 and 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the FRSA applicable in the UK and Republic of Ireland (FRS102)' (as amended for accounting periods commencing from 1 January 2016). The charity is a Public Benefit Entity as defined by FRS102.

The charity has taken advantage of the provisions of the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

These accounts have been prepared in sterling which is the functional currency of the charity and monetary amounts published in these financial statements have been rounded to the nearest £.

These accounts have been prepared on the basis of historic cost and the principal accounting policies adopted are set out below.

These accounts for the year ending 31st March 2025 are the eighth set of accounts prepared in accordance with 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the FRSA applicable in the UK and Republic of Ireland (FRS102)' (as amended for accounting periods commencing from 1 January 2016). The first set of accounts covered the period from the incorporation of the charity on 3rd August 2017. There are no prior year adjustments. There is no change in the accounting policies.

3. Going concern

At the time of writing the accounts the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus, the trustees continue to adopt the going concern basis of accounting in preparing the accounts.

4. Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts.

5. Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably and it is probable that the income will be received.

Donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of donation.

Income from local government and other grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Donated goods and services are included at the value to the charity where this can be quantified and is material. Value of services provided by volunteers has not been included but is described in the trustees' annual report.

Income from charitable activities is measured at the fair value of the consideration received or receivable and represents amounts receivable for services provided in the normal course of business.

6. Resources expended

Expenditure is recognised once there is a legal or constitutional obligation to make payment to a third party, it is probable that the settlement will be required and the amount of obligation can be measured reliably.

Expenditure is recognised on an accrual basis as a liability is incurred. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Costs of generating funds comprise the costs of trading for fundraising purposes and associated licences and insurances required.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both the costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

All costs are allocated between the expenditure categories of the Statement of Financial Activity on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly others are apportioned on an appropriate basis.

7. Fixed assets

Tangible fixed assets are stated at cost and subsequently measured at cost less accumulated depreciation or impairment loss. The costs of assets below £1,000 are not capitalised. Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset.

8. Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at market rate of interest. Financial assets classified as receivable within one year are not amortised.

9. Basic financial liabilities

Basic financial liabilities, which include creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classed as payable within one year are not amortised.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

10. Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

11. Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Analysis of information contained in the Statement of Financial Activity and Balance Sheet

12. Grants and donations receivable

		Unrestricted	Restricted	Total
		£	£	£
Donations		34,646	0	34,646
Grants	Oxfordshire & South Oxon Councils	6,303	9,000	15,303
	Parish Councils	4,250	0	4,250
	Other	14,500	1,000	15,500
Total		59,699	10,000	69,699

13. Expenditure: Raising funds

	Unrestricted	Restricted	Total
	£	£	£
Employee wages	2,862	0	2,862
Fundraising events	1,758	0	1,758
Marketing and communications	1,311	0	1,311
Licences and insurance	583	0	583
Total	6,514	0	6,514

14. Expenditure: Charitable activities

	Unrestricted	Restricted	Total
	£	£	£
Staff costs	54,971	2000	56,971
Equipment and resources	2,674	1,729	4,403
Property costs	16,338	0	16,338
Administrative costs	4,741	0	4,741
Total	78,724	3,729	82,453

15. Employees

The average number of full-time equivalent employees for the year	
Core programme	1.5
Administration	0.5
Total	2

A book keeper was contracted to supply part time book-keeping services and an accountant to provide payroll services. Additionally, garden maintenance and cleaning services were purchased.

Employee costs	2024-25	2023-24
		£
Salaries and wages	57,236	56,130
Pension costs	1,455	1,420
Statutory maternity pay	0	0
Staff training and DBS checks	683	244
Recruitment costs	0	0
Mileage claims	229	371
Total	59,603	58,165

No other employee benefits were paid or ex-gratia payments made.

No employee received emoluments of more than £60,000.

The charity operates a defined contribution pension scheme through SMART PENSION LIMITED incorporated and registered in England and Wales with company number 09026697 whose registered office is at 20 Eastbourne Terrace, London, W2 6LG.

16. Debtors and Prepayments

	2024-25	2023-24
	£	£
Debtors	4,493	4,102
Prepayments	2,475	593
Total	6,968	4,695

17. Cash at bank and in hand

	2024-25			2023-24
	Unrestricted	Restricted	Total	
Short term deposit (£)	36,026	0	36,026	35,500
Cash at bank & in hand (£)	25,876	0	25,876	43,495
Total	61,903	0	61,903	78,995

18. Creditors and accruals

	2024-25	2023-24
	£	£
Creditors	86	27
Accruals	605	920
NI and pension	301	471
Total	992	1418

19. Movement in deferred income

	This year	Last year
	£	£
Balance at the start of the reporting period	17,000	2,540
Amounts added in current period	5,000	17,000
Amounts released to income from previous period	17,000	2,540
Balance at the end of the reporting period	5,000	17,000

20. Fees

No fee was paid for the examination of the accounts.

21. Events after the end of the accounting period

There are no events to report after the end of the accounting period.

22. Transactions with trustees and related parties

None of the trustees have been paid any remuneration or received any other benefits from an employment with The Maple Tree or a related entity.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

No trustee expenses have been incurred.

Independent Examiner's report to the Trustees of The Maple Tree

I report on the accounts of the charity for the year ended 31 March 2025 which are set out on pages 7 to 15 of this Annual Report.

Respective roles of the trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to

- Examine the accounts under section 145 of the 2011 Act;
- Follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- State whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records.

It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all of the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect the requirements:

- i. to keep accounting records in accordance with section 130 of the 2011 Act; and
- ii. to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act have not been met, or to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:



Frances Axford, ACA

Member of the Institute of Chartered Accountants of England and Wales
24, Waterperry, Oxford, OX33 1LB

Date: 20 December 2025

Structure, governance and management

The Maple Tree is a Charitable Incorporated Organisation (CIO), governed according to the Constitution dated 3rd August 2017. It is an independent charity and not part of any 'umbrella' body.

Our constitution allows up to 12 trustees. The trustees serving on the Board between April 2024 and end March 2025 were:

Dai David (Treasurer from November 2023)
Amy Eastham, appointed September 2023
Liz Elsom, appointed September 2018
Georgina Glenny, appointed February 2023, resigned June 2024
Richard Harding, appointed October 2023
Jane Lightfoot (Chair) appointed July 2019
Amanda Smith appointed September 2018, resigned June 2024
Ex-officio member, Laura Spencer (Centre Manager)

Sub-groups

There are no formal sub-committees. The trustees appoint working groups to carry out specific tasks as delegated by the Board. During the year these were: Finance, Staffing, Fundraising and Premises.

Our catchment area

We serve the villages of Beckley, Cuddesdon, Denton, Forest Hill, Garsington, Great Haseley, Great Milton, Holton, Horspath, Little Haseley, Little Milton, Littleworth, Marsh Baldon, Milton Common, Stanton St John, Tiddington, Toot Baldon, Waterperry, Waterstock and Wheatley.

Status of this report

This report complies with the Charities Act 2011, the charity's constitution and the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) (as amended for accounting periods commencing from 1 January 2016).

Acknowledgements

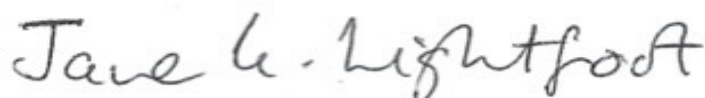
The Maple Tree Board of Trustees are grateful to our parents and carers for their financial contributions when attending sessions, to the Friends of The Maple Tree, and to some very generous local individuals for their financial support. We thank the following organisations for financial support in 2024-25:

All Saints Cuddesdon	Oxfordshire Community Foundation
Awards For All	Oxfordshire County Council
Blenheim Bursary	PF Trust
Brasenose College	Pye Charitable
Christ Church College	Shanly Foundation
Co-op	St John's College
Great Milton Parish Council	St Mary's Church Wheatley
Holton Parish Council	South Oxfordshire District Council
Horspath Parish Council	Trusthouse Charitable Foundation
Jesus College	Wheatley Larder
Magdalen College	Wheatley Parish Council
Oxford Instruments	

Thank you to the following organisations that have supported our fundraising:

Alpine F1	Jangneus
Bruin café	Mill View Garden Centre and Coffee Shop
Cinnamons	Oxford Brewery
Cornfield Bakery	Sandy Lane Farm
Costcutter	The King and Queen
Country Collections	The New Club
Cottage Bakery	The Post Office
Cricks	The Queen's Head
Fox and Goat	Waterwood Contracts
Identity Hair	Wheatley Farm Shop

Signed as a record of our activity from 1 April 2024 – 31 March 2025



Jane Lightfoot, Chair of Trustees